



## Six coalition members killed during exercise

By JO1 Joseph Gunder, Navy News Service

KUWAIT CITY, Kuwait (NNS) — Six coalition military personnel were killed when a U.S. Navy F/A-18C from USS *Harry S. Truman* (CVN 75), operating in the Northern Arabian Gulf in a night training mission March 12, dropped three MK 82 500-pound bombs during a close air support exercise. The bombs were inadvertently dropped on an observation post at the Udairi Range, a training facility located approximately 45 miles northwest of Kuwait City.

Of the military personnel killed, four were U.S. Army, one U.S. Air Force and one was a military member from New Zealand. Seven other personnel were injured and taken to a local military hospital. None of the seven have life-threatening injuries.

The pilot involved in the incident has been identified as Cmdr. David Zimmerman, commanding officer of Strike Fighter Squadron 37. He has over 3,000 flight hours in tactical jets as well as combat experience in Operations Desert Fox and Southern Watch.

The F/A-18C was participating in a scheduled night close air support exercise for coalition pilots and forward air controllers.

"The last 24 hours have reminded us of the sobering commitment we and our friends and allies make to train our forces as we would fight, a commitment made in peacetime to be ready and to minimize loss of life in actual combat," said acting Secretary of the Navy, Robert B. Pirie. "This kind of sacrifice strikes especially hard in times of peace. We do not take this responsibility lightly."

Pirie continued, "I join the rest of our leadership and those in our naval services in extending my deepest regret and sympathies to the families and friends of those who lost their lives or



F/A-18C

U.S. Navy Photo

## Navy Recruiting "accelerates" advertising campaign

By Navy Recruiting Command public affairs

MILLINGTON, Tenn. (NNS) — The Navy has launched a new advertising campaign designed specifically to appeal to today's young men and women. The "Accelerate Your Life" campaign made its debut March 14, and marks the first time the Navy is using the Internet, radio, television and direct mail in a totally integrated manner (or effort).

New creative products will debunk myths, replace them with facts, and deliver the Navy message in cutting-edge formats. In short, the ads will convey the message that the Navy is a life-transforming experience which will accelerate young people on the path to their highest level of lifelong career achievement.

Navy Recruiting Command (CNRC) has undertaken this project with its new partner, Campbell-Ewald of Detroit,

Mich.

CNRC and Campbell-Ewald, or C-E, has taken a fresh look at the nation's young people, their values and expectations. As part of their research into the Navy's recruiting market, C-E conducted extensive research on "Generation Y" (also known as Gen Y), that portion of the U.S. population born between 1979 and 1994, and conducted proprietary research among hundreds of young adults. The agency also conducted interviews among Navy personnel on active duty, Navy recruiters, and important opinion leaders such as parents, teachers, coaches and counselors.

"Our research revealed a proud and determined generation — individuals who are eager and determined to be a part of

# Navy announces retention-attrition stand down

*By Ensign Bill Danzi, Center for Career Development*

MILLINGTON, Tenn. (NNS) — In an effort to enhance command retention programs and improve the quality of service for all Sailors, the Navy has announced a fleet-wide retention/attrition stand down.

The purpose of the stand down, detailed in a Navy-wide message recently released by the Chief of Naval Personnel, is to have all commands review the effectiveness of their retention programs to support the Navy's goal: have the right number of quality Sailors to properly man the United States Navy.

To meet that goal, the following themes should be implemented as a routine part of each command's retention efforts:

- Leading/mentoring Sailors to achieve success;
- Empower Sailors to make informed career decisions;
- Provide for the professional and personal development needs of Sailors and their families;
- Give command retention teams the tools and resources needed to



**A Sailor re-enlists at sea.**

**Photo by Photographer's Mate Second Class (NAC) David C. Mercil**

accomplish their job;

- Evaluate Navy policies to determine their effectiveness and impact on retention.

"We truly retain one Sailor at a time," said Capt. Jake Ross, director, Center for Career Development (CCD).

"For this reason, it is imperative that we instill among Navy leaders at all levels that retention is a culture, not an event. Retention is not something that is done at a Sailor's EAOS (end of active

*See **Stand down**, page 3*

## MCPON takes Sailors' concerns to Capitol Hill

*By Chief Journalist David Luckett, MCPON public affairs*

WASHINGTON (NNS) — Master Chief Petty Officer of the Navy (SS/SW/AW) Jim Herdt, articulated Sailors' concerns to Congress March 8. He testified on the Quality of Life (QOL) for Sailors before the House Appropriations Committee's (HAC) Subcommittee for Military Construction.

All four service Senior Enlisted Advisors (SEA's) testified on issues ranging from improved housing allowances to encouraging more support for state-of-the-art working conditions.

"Sailors' work must be centered on honing their professional skills and enhancing the combat effectiveness of their units. A satisfying quality of work is one of the most important factors in retaining our best people," explained Herdt. "I propose to

you that Sailors today are as good as ever before, and much better informed. We must do our very best to fulfill our commitment to provide competitive compensation and the best living and working conditions we can for our Sailors."

This is Herdt's third consecutive year testifying before the HAC. The Appropriations Committee has jurisdiction over discretionary spending, which is approximately one-third of the federal budget. It consists of thousands of programs controlled through annual appropriations acts.

Herdt expressed his optimism for continued improved congressional support on the heels of the past two very successful congressional years for the military. Two years ago produced the pay-triad; and last

year's legislative initiatives produced increases in housing allowances, continued pay increases, and laid the groundwork for improving sea pay.

All of the service Senior Enlisted Advisors opened their testimony by discussing the privilege it is to represent their respective services.

"Representing our country's enlisted Sailors is a far greater honor than I ever dreamed could be true," described Herdt. "Thanks to our Navy families, we have the luxury of enjoying the defense of the most powerful, capable Navy in the history of the world. In the end we should recognize that is the service and sacrifice of these Sailors along with that of our sister services that makes all else possible in our great country."

# Sailors receive increased SGLI coverage

By Michael McLellan, Navy Personnel Command public affairs

MILLINGTON, Tenn. (NNS) — The maximum coverage of Service Members' Group Life Insurance (SGLI) will increase to \$250,000 on April 1, as provided by the FY01 National Defense Authorization Act. Service members currently pay \$16 per month for \$200,000 coverage; that will increase to \$20 per month for \$250,000 coverage. No action is required by the service member for the increased coverage to become effective.

Maximum coverage will be afforded to all service members starting in April. Service members who decline coverage or elect reduced coverage during this transition month will not be required to pay the April premium for full coverage. If the full premium is deducted from April's paycheck, the excess premium

will be refunded.

Members who choose to decline or decrease coverage must complete and submit SGLV Form 8286 to their personnel office. If a member completes and submits SGLV Form 8286 on or after May 1 to reduce or decline coverage, the reduction will begin on the first day of the following month after the form is submitted.

The revised SGLV Form 8286 is available on the Department of Veterans Affairs web site <http://www.insurance.va.gov> on April 1.

The increased coverage is only part of the good news. Financial counseling is now available through a financial planning agency, Ernst and Young, to help beneficiaries make wise financial decisions and develop a personal financial plan. The service is

provided at no cost by the Department of Veteran's Affairs.

"One of the key benefits offered with SGLI is the free financial planning package that is now available to beneficiaries," said Mr. Michael Wardlaw, deputy director of the Casualty Assistance and Retired Activities Division at Navy Personnel Command (NAVPERSCOM) in Millington, Tenn.

"Program beneficiaries will receive a brochure on this program in the event of a member's death, and will also be provided with an information kit prior to the initial meeting with Ernst and Young."

Wardlaw continued, "Another aspect of the program is that the cost of coverage will stay the same, in that cost per \$10,000 coverage will remain at its

current level of \$.80."

Beneficiary election rules have not changed. While service members are not restricted in their election of beneficiaries, careful consideration is recommended before designating a minor child as a beneficiary.

According to Wardlaw, "Each state has similar laws with some variations regarding children who are designated as beneficiaries. Before a Sailor makes a decision to leave money to a minor child, I would recommend that they contact their Navy Legal Service Office for advice."

Further details will be available in a forthcoming NAVADMIN. For more information on the SGLI program, please contact Ms. Sandy DuBois of NAVPERSCOM's Casualty Assistance Branch at (901) 874-4299/DSN 882.

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## Stand down, con't. from pg. 2

obligated service) or upon receipt of an officer's resignation request. It is everything we do for our people from the time they put on a uniform to the day they leave the service."

Command retention teams are also asked to review best practices messages and determine applicability to their programs.

"In our travels around the fleet, we have collected numerous 'best practices,'" explained Cmdr. Sid Abernathy, CCD's deputy director. "The commands that have strong retention

programs have a great story to tell. They tell us that retention works best when a command introduces the newly reporting member to the culture, making sure their chain of command is giving them some one-on-one, regular feedback and specific assignments. Being engaged face-to-face in the professional and personal lives of our Sailors makes all the right difference."

Abernathy emphasized, "Commands must continually include their members in the description, vision, action steps and eventually the results of a particular mission, exercise or

product. Through this form of horizontal communication, each member will see their own importance."

In addition, all Navy commands have been mailed a copy of a new videocassette, "The First 72 Hours." Produced by the Chief of Naval Education and Training, the 20-minute program examines the damaging effects of poor command climate/sponsorship programs in the fleet and how negative first impressions lead to professional and personal problems among newly reporting Sailors.

"The First 72 Hours" is another tool available in the war for talent, helping Navy leadership enhance the quality and professionalism of command sponsorship programs. "A positive first impression is also a positive first step in creating job satisfaction," said Ross.

For more information, see NAVADMIN 047/01, available in the messages section on the BUPERS web site at <http://www.bupers.navy.mil/>, or contact the public affairs office at the Center for Career Development at (901) 874-2200/DSN 882.

# Federal tax deadline nears, VITA/ELF stands ready

By Lt. Andrea L. Grainger, Judge Advocate General Corps, electronic filing program manager

WASHINGTON (NNS) — Fast tax refunds. Free service. Expert tax advice. These are three great reasons to use the Navy and Marine Corps' Volunteer Income Tax Assistance/Electronic Filing (VITA/ELF) program.

So far this year, IRS-trained Sailors, Marines and other volunteers have prepared more than 109,000 tax returns for their shipmates through the VITA/ELF program, saving more than \$7 million in preparation fees and expediting \$98 million in refunds to taxpayers.

The VITA/ELF program provides a free tax preparation service to all military members and their families, and is available at bases and on ships around the world...165 sites in all. With the electronic-filing feature of the program,

even a taxpayer stationed overseas can "e-file" a tax return and have any refund direct deposited into his or her bank account usually within two weeks.

There is only one month left before April 16, the deadline for filing federal tax returns this year, so taxpayers should get to a VITA/ELF tax preparation site as soon as possible. Overseas taxpayers have an automatic two-month extension to file federal taxes, but this is not an extension of time to pay. If overseas taxpayers think they will owe federal tax, they should visit their nearest tax site for advice before April 16.

All tax sites can prepare federal tax returns, and some can even prepare state tax returns. Why go out in town for tax preparation assistance when the Navy



can do it for free? Check with your local Legal Office or Family Service Center for more information, and get an appointment to get those taxes out of the way.

## Campaign, con't. from pg.1

something big," said Rear Adm. G.E. Voelker, commander, Navy Recruiting Command. "The new 'Accelerate Your Life' multi-media campaign is designed to attract potential recruits through channels where younger people are already tuned in. Our strategy is to engage them in an interactive exploration and dialog about how Navy can ignite their career aspirations."

To the staccato blasts of rock band Godsmack's "Awake" release, the Navy's new radio and TV campaign launches a barrage of exciting images while capturing adrenaline-pounding adventures of Navy life and training. In one TV spot, a Navy SEAL's face flashes across the screen. A battle-ready landing crew powers their inflatable vessel off the ramp of a launch craft. Navy divers drop into the foaming sea from a helicopter.

"If someone wrote a book about your life," questions the announcer, "would anyone want to read it?" A night vision scope finds two advancing guards on a perimeter. A gunboat hops across the tops of waves in hot pursuit of an unknown target. "Navy," entreats the announcer, "Accelerate Your Life." The television

campaign made its debut March 14 during "Survivor" on CBS.

Since research indicates that Generation "Y" strongly prefers the Internet, the new "Accelerate Your Life" advertising campaign is designed to drive prospects to the revamped <http://www.navy.com> web site, which will accelerate prospects' decision-making process. Once there, they'll be able to use a new interactive application called the "Life Accelerator."

Based on answers to a series of questions, the "Life Accelerator" feature on the web site helps prospective Sailors build a personal profile called a "Life Map." The Life Map captures a prospect's interests, career objectives, and travel aspirations. At the same time, the feature displays benefits the Navy has to offer that are equal to the prospect's interests and objectives. Prospects then have the option of printing that Life Map, modifying, and then e-mailing it to a recruiter, or contacting a local recruiter for an appointment to discuss enlistment options based on the Life Map profile.

One of the strongest themes that emerged from the research was the

discovery that Gen Y held strong beliefs that not only aligned with those of the military — trustworthiness, self-determination and honor — but mirrored those of what has been called "The Greatest Generation," the military and civilian backbone of the World War II era.

"The similarities of the shared beliefs between World War II vets and today's young people, suggests that Gen Y is the next 'greatest generation,'" said Bill Ludwig, C-E vice chairman and chief creative officer. "They are passionate about the individual freedoms assured to Americans and express an obligation to make their mark. They spend incredible amounts of time on the Internet and claim it as their personal source of information and the basis for decision-making. They don't want to be sold. They want information. 'Accelerate Your Life' speaks to them in voices and images that are challenging and relevant."

Editor's Note: Accompanying images of the new TV ad frames and print collaterals can be downloaded from the Campbell-Ewald web site at <http://www.campbell-ewald.com/press>.



## 79 NECs receive SRB increase

By Lt. j.g. Kim Brasel, Chief of Naval Personnel public affairs

WASHINGTON (NNS) — Seventy-nine NECs have received an increase in selective reenlistment bonuses (SRBs) and three more ratings were added to the list, according to the FY01 Selective Reenlistment Bonus Plan.

Ratings added to this list include Aviation Warfare Systems Operator (AW), Aviation Support Equipment Technician (AS), and Machinery Repairman (MR).

"The SRB is the Navy's primary enlisted retention tool for critical, highly technical and hard-to-retain ratings and Navy Enlisted Classifications," said Chief of Naval Personnel, Vice Adm. Norb Ryan Jr. "We are showing Sailors that we will walk the talk to let them know how important they are to the Navy."

The SRB is offered in three zones,

with up to \$45,000 for a six-year reenlistment and \$60,000 for Nuclear Field Zones B and C. Fifty percent of the SRB bonus is paid upon reenlistment with remainder of the bonus paid as equal annual installments across the enlistment.

Sailors can SRB-reenlist any time within the same fiscal year as their End of Active Obligated Service (EAOS), but it is recommended they reenlist as close to their EAOS as possible in order to receive the maximum SRB payment.

Two NECs, IC 4746 and EM/IC 4755, have been deleted, and bonuses for 61 ratings/NECS were decreased.

For more detailed information, visit your command career counselor and go to the BUPERS web site <http://www.bupers.navy.mil> and see NAVADMIN 057/01.

### Exercise, con't. from pg. 1

were injured in this tragic accident. We owe it to these brave servicemen and those who serve with them to do our best to uncover the cause of this tragedy — and to do our utmost to prevent it from happening again. I pledge to do just that."

"I am deeply saddened by the tragic loss of life and injuries that occurred during the combined air-to-ground training accident in Kuwait," said Adm. Vern Clark, Chief of Naval Operations. "Our thoughts and prayers are with the families of our fellow service members, from the United States as well as New

Zealand.

"Military operations are dangerous by their very nature, and these service members lost their lives in service to their country and their coalition," the CNO continued. "They were training so they would be ready for any contingency. Those of us who wear the uniform of our nation feel an especially heavy burden when such accidents occur.

"The United States Navy will fully support the Commander in Chief, U.S. Central Command, as they conduct an investigation into this tragedy."



*Happy St. Patrick's Day!*

## Navy/Marine Corps News

Look for the following stories and more on next week's Navy/Marine Corps News show:

- The Master Chief Petty Officer of the Navy and the Sergeant Major of the Marine Corps make a strong case for quality of life issues before the House Armed Services Committee;

- Navy medical personnel experience battlefield medical emergencies in a Houston hospital trauma center;

- USS *Theodore Roosevelt* (CVN 71) Sailors invite a familiar friend and school children aboard their ship for a reading adventure;

- Seabees from a battalion's air detachment set the stage for the arrival of the rest of their unit during a training exercise.

Compiled on tape #2001-12, the show is on its way to the fleet now.

## In naval history: March 19, 1917

The Navy Department authorized the enrollment of women in the Naval Reserve to perform clerical duties and other essential jobs. More than 11,000 female Yeoman, or "Yeomanettes," would serve during World War I.

Visit the Naval Historical Center web site at <http://www.history.navy.mil> for more information about naval history.



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